App. F. IX-4

1937-38
(CB)

File No. 72/37

Serial Nos. 1 to 3

*Previous References*
G.M. 72-34-1
CB 83-33-1
G.M. 209-23-1
CB 180-36-1
G.M. 109-35-1
G.M. 1-23-46(a), 49, 49(a), 50, 53-63, 61, 1946

~~*Letter References.*~~
G.M. 144-31-1
G.M. 62-36-1
Lett. Repeats
CB 78-38-112
G.E. 3.39.60.
CB 24-41-3
CB. 112-46-102.
CB 159-50-1

Dpm 128-42 fol

P.C.

# GENERAL AND REVENUE SECRETARIAT.

*Serial Nos.* 1 to 32

**Part B for** Nov. 1937

**SUBJECT.**

Reorganisation of Territorial Department

WD 0418—GPB—22,500—29-8-56

SAHIB C. S. R. RAO
MANAGING EDITOR

CS. 2190

# MYSORE PUBLICITY BUREAU

(PRESS NEWS, PHOTOS, PRESS CUTTINGS, ADVERTISEMENTS AND PUBLICITY OF EVERY DESCRIPTION)

"STATESMAN VILLA"
MALLESWARAM.

C.B. Please bring up. MMS 10/6

*Bangalore,* June 10, *193*7.

5909.

Sahib C. S. R. RAO was
n the Commercial Intelli-
rtment for a period of over
s (1910-1923) and last held
oreign Trade Intelligence
s duties included the editing
n Trade Journal and other
of the Department under
supervision. I have a high
s journalistic qualifications
ways found him able to
good work indeed.

G. FREKE, I.C.S.,
Director-General of
ommercial Intelligence,
17th August 1923.

Sahib C. S. R. RAO has
editor on the staff of the
for nearly twelve years and
oluntarily at the end of this
is not, however, severing
ion with the paper, as he will
utor. Mr. Rao is highly
is a very conscientious
capable journalist. He
derstands the writing of

RTHUR MOORE
Editor
alcutta, 22nd March 1935.

ver a quarter of a century
been an active journalist
nce. By the versatility of
y his encyclopædic know-
n and things, by his extra-
inguistic abilities, and, above
s loyalty to the high traditions
ism,) Mr. Rao has vindicated
o a proximate niche in the
ne with the great masters
whom he received his training—
Mr. G. Subramania Ayer of the *Hindu*
and Mr. H. K. Beauchamp of the *Madras Mail*.

TA BAZAR PATRIKA,
Calcutta, 26th March 1935.

Dear Mr. Kesavaiengar,

As promised in my interview with you on Tuesday, I enclose a brief note outlining a scheme of publicity re-organization for submission to the Dewan.

I have refrained from going into details, but the rough outline will give the Dewan an idea of what is proposed to be done.

Yours sincerely,

(B.R. Rao)

B.T. Kesavaiengar, Esq., B.A.,
Chief Secretary to the Government of Mysore,
Bangalore

1) For perusal in the first instance. I had a discussion with Mr C.S.R. Rao and as a result of it, Mr Rao has given this note. The final implication of the proposals will be examined and proposals submitted. Mr Rao apparently is not prepared to undertake the work for anything less than Rs 3000/- per annum as an honorarium for his own labour.

2) Rs 3000/- is not excessive for the kind of work Mr Rao has to do. Sir Charles suggested that the matter may be considered by the Committee. MMS 24/6

Dewan MMS 25/6 MMS 26/6

Serial No.

3) It is seen from Sir Charles Todhunter's Todhunter's suggestions, the Publicity

NOTE—Contn. Sheet.

will have to attend to the preparation of yearbooks, guide books and other propaganda literature & supply important news regarding matters of health for publication in the Mysore Boyce, and to draw up brief synopsis, on occasions, of principal events in the Mysore state and to be always in close touch with journalists' associations & journalist gall classes.

This means the broadening of the work of the department, and it will not be possible to cope with the increase in the nature of publicity work proposed to be done, unless a whole time officer is appointed.

4) The existing staff consists of :—

2 Permanent Second division clerks in the grade (30-3-60-5-100)

1 Temporary second division clerk in the grade 30-4-56

1 Daftary (11-1/2-15)

1 Cycle orderly 11-1/2-15

The additional staff

Serial No.

proposed, is a whole time Purchase Officer on a remuneration of Rs 300/- per annum, payable every quarter. He is to be given two assistants each on a pay of Rs ~~35~~ 50/- and a temporary peon on Rs 11/- per mensem.

5) The extra cost on account of the pay of the Purchase Officer and the temporary additional establishment may be met out of probable savings under 12 - Genl. Admn. Establishment charges and necessary provision may be made in the next & subsequent year's budget for this additional Establishment.

6) The additional contingent expenditure which the establishment is likely to involve to the amount of Rs 300/- will be met out of the provision under head 12 Genl Admn. Establishment charges. If further ~~additional grants~~ amount are necessary for development work, addl grants will have to be sanctioned.

7) The proposals of

NOTE—Contn. Sheet.

Messrs Thomas Cook & Son to act as Foreign Travel & Passage agents will be considered separately.

8) Draft G.O is put up herewith, in the above lines, for his approval.

Chief Secy) 14/7

DEWAN'S OFFICE
15 JULY 1937
No. 328

9) Draft order indicating the general lines of reorganising the publicity work in the State is submitted for perusal in the first instance. If approved, the papers will be circulated to the members of Council and a copy of the draft order will be sent to Sir Charles Todhunter also for favour of suggestions with reference to the letter he had sent to the Dewan.

10) Some of the press correspondents who have come to know of the proposals in a vague sort of way, feel that the arrangement would prejudice their activities in the State. Should the Gentleman now in view sever dissociate himself from his connection with the paper he represents. I think when he takes up work here, he should not be in any privileged position as regards any particular ~~[illegible]~~ papers.

Dewan)

VII) 15-7-37

14-7-37

C.S. 2490

Reorganisation of the Publicity Office

General and Revenue Secretariat | File No. | of 193 . | [App. F. III—2

Serial No.

OFFICE OF THE SECOND MEMBER OF COUNCIL.
20 JUL 1937
NO 462

12) Submitted for consideration.

MS 16.7.37

1st member
2nd member

13) This Scheme may be tried for one year to start with. I am not quite aware who is to be appointed but the Ch Secy's suggestion vide his note has my approval. The success of the Scheme depends a great deal at the head depending upon the confidence in him reposed by all as the repve of Govt

SJO 20/7

14) Yes 20/7/37

MS 20.7.37

Subd

15) A draft of a letter to Sir Charles Todhunter is put up

16) [The file has not been seen by the Financial Secretary so far]

K.M.R 21/7/37 CJP

17) 1) Draft approved. May issue.

18) 2) File may be sent to Fullerton for favour of remarks.

MS 22.7.37

NOTE—Contn. Sheet.

WD 0417—GPB—30,000—8-9-36

6

CB.2190

Re-organisation of the Publicity Wel

File No. of 193 . | General and Revenue Secretariat

Serial No.

No. 386 of 23.7.37

The Pri. Secy to H.H. the Maharaja

Forwards for suggestions a copy of a draft order embodying the proposals for the reorganisation of the publicity work.

1) Re-submitted with reference to para 18 of the letter

K.M.R 23/7/37 CJG

Fin Secy

[File got back from the Fin. Secty]

Letter No. C 161 dated 24th July 1937 from the Pri. Secy to H.H. the Maharaja of Mysore, Calling for certain Secty. files.

2) W Ch. Secy's order on the P.R.D.:

"Please comply"

(Sd) B.T.K.

26/7/37

Subs

2) A draft of letter is put up.

K.M.R 27/7/37

3) Draft of a reply to Sir C. Todhunter sending him the references wanted by him is submitted for approval.

4) (It is doubtful whether the Mysore Economic Journal could be of much use to us in this connection & its circulation may be limited and our control over it may not be effective)

Subm'd CJG 28/7/37

5) Appd MVS 28/7

CB 2190

7

General and Revenue Secretariat | File No. of 193 . | [App. F. III—2

Serial No.

No. 426 dated 28.7.37

The Pri Secy to H. H. The Maharaja

Forwards certain Secrt files for perusal & return

Subj [redacted]

KMR 29/7/37

29) Submitted to Fin. Secy.. with refce. to para 18 above.

CJA

Fin Secy

26) The present proposal is to appoint a non-official as Publicity Officer with certain additional establishmen and it involves an extra recurring expenditure of about Rs.5,000 per annum. In the present financial condition of the State, it is not desirable to permit increase in the existing level of expenditure, particularly recurring expenditure, and corresponding savings in other items of recurring expenditure have not been pointed out as required in this office circular No.Fl.316-374/G.F.6-37-1 dated the 9th July 1937.

27) There is also no provision for the purpose in the current year's budget, and it is stated that the extra cost during the current year will be met out of the savings anticipated under "12 General Administration -- Establishment charges." This is a general statement and cannot be accepted. Specific source has to be pointed out. Recently, the appointment of an extra Secretary to

NOTE—Contn. Sheet.

WD 0417—GPB—30,000—8-9-36

Serial No.

Government involving an extra recurring expenditure of Rs. 9,600 has been sanctioned and this requires provision of funds. The possibility of finding savings under "12 General Administration" is therefore very doubtful.

28) Arrangements for publicity and Advertisement are not new, and Government are already spending a large amount in this direction. Besides expenditure on account of advertisement in newspapers, subventions are being granted to publications like the Economic Journal and Al-Kalaam and Mr.D.V.Gundappa has also been entrusted with the work of revision of the book "All about Mysore." Any improvement in the existing arrangement should be so effected as not to involve extra expenditure to Government, and by curtailing expenditure incurred in the above directions to a corresponding extent.

29) Most of the items of work proposed to be entrusted to the Publicity Officer are now attended to by the existing staff of the Secretariat and if they have to be entrusted to a non-official, one of the sanctioned posts of Assistant Secretaries in the Secretariat has to be kept vacant. The proposal to create an extra post for the purpose is not financially acceptable.

30) As regards the details of the arrangements referred to in the draft order, the following are my

Serial No.

my observations:-

(1) One of the items of work proposed to be entrusted to the non-official is the preparation of the State Administration Report. This is compiled in certain standard forms prescribed by the Government of India, and how far it is expedient to entrust it to a non-official, who cannot be expected to be as amenable to discipline etc., as a Government officer, requires consideration.

State and Departmental Administration Reports are required to give certain information and cannot be converted into newspaper Leader Articles which will deal with only certain selected aspects and are not required to be comprehensive.

(2) The need for the grant of a conveyance allowance to the Publicity Officer is not clear. It is perhaps unnecessary. If this is given and he is asked to look after visitors, the allowance given to the Registrar, General and Revenue Secretariat, for the same purpose should be cut out.

(3) The honorarium is proposed to be paid quarterly. It should be made clear that this payment will be made after the end of each quarter (ie., in arrears).

NOTE—Contn. Sheet.

File No. of 193 | General and Revenue Secretariat

Serial No.

(4) When the post is proposed to be sanctioned for one year, the need for ordering the inclusion of provision in the Budgets of the next and succeeding years (Vide penultimate para of the draft order) is not clear. This portion of the order has to be deleted.

CB

3/8

31) Please put up the letter read from Sir Charles Todhunter and the draft order corrected.

MS
5/8

Letter no. C. 140 dated 3rd August 1937 from the Pri. Secy to H. H. the Maharaja making certain suggestions in the matters

Subs. The letter from Sir Charles Todhunter and draft order as ~~proposed~~ corrected by him (7e 7f.) are

P. W. D. II

put up

Remr 5/8/37 CJG

Letter no. 282/P.O. dated 17/18th Aug. 1937. to Private Secy to H. H. the Maharaja, acknowledging receipt of his letter noted above and stating that his further suggestions on the subject will be submd. for the consideration and orders of Govt.

Serial No.

(3) With reference to the Financial Secretary's remarks on the proposals to strengthen the Publicity Department, I beg to submit the following further particulars for consideration:-

(4) The extra provision that will be required during the current year under Publicity Office Establishment Charges will be about Rs3,000 (including the conveyance allowance) and if it is not possible to find this amount out of the savings expected under "12 - General Administration" a demand for the amount will have to be placed before the next Session of the Legislative Council in December 1937.

(5) Such publicity as is now being conducted is in respect of the products of our Industrial concerns in the form of newspaper advertisements, displays, etc., and only occasionally general advertisements to attract Tourists and are therefore not in any way concerned with the arrangements now under consideration. In addition to the publication of the Blue Book Journal in English and Kannada at a cost of about three to four thousand rupees per annum, the establishment charges of the Publicity Office including the Editorial Allowance was somewhere between Rs3,500 and Rs4,000 up to 1932. In the circumstances, the minimum proposals now submitted are reasonable and may be sanctioned.

NOTE—Contn. Sheet.

WD 0417—GPB—30,000—8-9-36

36) The subvention now being paid to the "Alkalam" has been ordered to be discontinued from next year. It has since been ordered that the cost on account of the purchase of "All About Mysore" should be met out of the Press Budget in the first instance, and adjusted out of the sale proceeds of copies. This item of expenditure is also not a recurring one as observed by the Financial Secretary.

37) Though Mysore was the first to start a well-equipped publicity organisation, the other British Indian Provinces and some of the Indian States are enlarging the scope of their work. As already explained at para 3 of the notes above and also in the draft order under consideration there is need for appointing a full-time officer to deal with the increasing nature of publicity work to be done. It will not be possible for any of the Secretariat Officers to do full justice to the work of this department, in addition to the other items of work entrusted to them. Moreover, as the Administration Report work has to commence forthwith to make the Report for 1936-37 ready in time, the main proposals as set forth in the draft order may be approved.

(a) The Publicity Officer to be appointed will work under the direction and control of the Chief Secretary and as such the non-official should be subject to discipline

Serial No.

and once he is given an official status, he ceases to have his connection as a newspaper representative.

(51) (b) The Publicity Officer may be required to look after visitors to the State now and then and hence there is necessity for him to engage or maintain a conveyance. The honorarium proposed to be paid to an officer of his status will not suffice to maintain a car if not supplemented by an allowance for the purpose. Such allowance as is being given to the Registrar, General and Revenue Secretariat is in respect of his supervision over the comforts and conveniences of State Guests occasionally and is not a regular one.

(d) The proposals will be given effect to in the first instance till the end of the current official year as observed at para 13 above, the question of its continuance in the form now proposed or otherwise being considered at the time of making provision in the next year's budget for the Publicity Department. The draft order will be modified accordingly.

(41) Sir Charles Todhunter's further suggestions on these proposals are as noted below and they are for consideration and orders.

(i) The maintenance of a Library for the use of the Press Representatives.

(ii) Opening of a Stall for Government publications at

NOTE—Contn. Sheet.

WD 0417—GPB—30,000—8-9-36

14 Reorganisation of the Publicity Office.

File No. C.B. 2190 of 193 . | General and Revenue Secretariat

Serial No.

the Mysore Dasara Exhibition.

(iii) The editing of the "Arogya" by the Publicity Officer instead of by the Health Department, and

(iv) The posting of a probationer well versed in statistics for work in the Publicity Department.

As regards (i) the Press Representatives may be permitted to make use of the G. R. S. Library in which case the maintenance of a separate Library will not be necessary.

46) This is not Sir Charles' idea exactly. The library he has in view is a reference library. MG

The opening of a Stall for the sale and display of Government Publications will be suggested to the Superintendent, Government Central Book Depot for making such arrangements as he thinks best in consultation with the Secretary, Exhibition Committee.

47) This has nothing to do with the Publicity Office. L

If the Publicity Officer is to edit the "Arogya" the Health Department must arrange for its publication, supply of necessary material and their distribution, as usual. The Director of Health will be consulted in the matter.

46) The question of transferring arogya to the Publicity Office may be taken up after we have gained some idea of the work of the new office. M

One of the two probationers to be appointed will be selected among the graduates in Economics and Statistics and if necessary, may be given the necessary training under the Vital Statistician, Health Department and in the Industries and Commerce Department for a period of six months.

Chief Secy) 11/6/9

Serial No.

DEWAN'S OFFICE
11 SEPT. 1937
No. 1877

49) For orders if this subject may be considered at the next Council meeting. The proposals involve the appointment of a Publicity Officer and an Expre of Rs 6000/- over and above the provision made. A Draft order is also subtd for consideration. The draft has been shown to Sir Charles Todhunter as personally instructed.

Dewan) MK 11.9.37

50) Appd.
(Sir Charles approves about the appointment of a both stable for Govt. publications also in Assamese which may be given effect to.)

MK 11-9-37 MK 13/9

51) A Dft. letter to the Superintendent, Govt. Central Book Depot, is herewith subd for kind approval. The Dft. may issue from the P & S. Section (Genl. Branch) and the file sent to Council Section immediately for circulation.

PSP 14/9/37. Genl Branch MK 14/9

52) Dev Secy 14.9.37

MK 14.9.37 Dev Secy 14/9

NOTE—Contin. Sheet.

Draft letter for issue separately by 14/9

MK 14/9

Reorganization of the Publicity Dept.

16

C.S. 464

General and Revenue Secretariat | File No. | of 193 . | [App. F. III—2

Serial No.

Letter dated 14th September 1937.

From

Rao Sahib C.S.R. Rao.

DIWAN'S OFFICE
SEPT. 1937
1973

States that he is prepared to sever his connection with the Statesman and change over to State service for a term of years, and requests that his salary may be fixed at Rs.350/- per mensem.

53) The case has been ordered to be brought up for consideration at a meeting of the Council.

54) According to the proposals in the file, a remuneration of Rs.3,000/- per year is proposed to be given to the officer in charge. In the meantime, a communication has been received from Rao Sahib C.S.R. Rao from which it would appear that, in view of his severing all his connection with the Statesman and agreeing to serve as a whole-time Government servant, he considers that the amount ~~that was~~ proposed previously is inadequate. He requests that a salary of Rs.350/- per mensem may be paid to him. If this is agreed to, provision will have to be made for an extra cost of about Rs.1000/- per mensem.

55) This point is submitted for orders before circulation of the file.

MK
15.9.37

Dewan)

56) I wish that he can afford this
himself Rs 300/- & his wife already
has Rs original idea was that a man
on Rs 250/- will draw an
figure of Rs 300/- in order to suit Mr Rao.
Shop & milk apart Rs 300.

MK
16-9-37

MK
17/9

NOTE.—Contn. Sheet.

WD 03594—GPB—30,000—18-7-35

17

**For Disposal at a meeting.** **No. C.** 91

01-193 7-38

## GENERAL AND REVENUE SECRETARIAT.

### Council Matter.

*Subject*

(clause.....of the schedule)

Re-organization of the Publicity Department.

51) *Circulated to the Members of Council.*

By Order,

17th Sept. 1937. *Chief Secretary to Government.*

1329/1719 **First Member of Council.** 17/9

2210/17.7.37 **Second Member of Council.** 19/9/37

MS 21/9

18

*Extract from the Proceedings of the*.....962nd.....*Meeting of the Council of His Highness the Maharaja, held at Bangalore on the*.....23rd September 1937.....*19*

9. Subject. -

Proposals in regard to the re-organisation of the Publicity Department.

OPINION OF THE COUNCIL.

56) The proposals contained in the draft order may be approved.

(Signed) MIRZA M. ISMAIL,

DEWAN OF MYSORE.

MS 24/9

"EXTRACT"

*Chief Secretary to Government.*

WD 1471—GPB—2,000—1-3-21

Serial No.

59) A copy of the Resolution passed at the last meeting of the Council in regard to the appointment of a whole time Publicity Officer to Government is put up.

60) The draft Govt. Order in the file, however, seems to require slight changes so as to bring out clearly the fact that Rao Sahib Mr. C.S.R. Rao will be a whole-time officer of Government. The Second Member of Council was pleased to suggest that the draft may be split up into two separate orders - one dealing with the duties of the new post, and the other with the appointment of Mr. C.S.R. Rao and the terms of his engagement. It will not also be convenient to bring the new arrangements into existence from 1st October 1937 and I beg to suggest that they be given effect to from 1st November 1937. It may be desirable to obtain from Mr. C.S.R. Rao, before the orders are actually issued, a formal acceptance of the terms proposed.

61) Drafts of two Government Orders and of a letter to Mr. C.S.R. Rao are submitted for kind consideration.

Dewan) MS 28/9

62) Ms 28-9-37 MS 29/9

63) For enactment. MS 29/9

Find Sec'y with compts

64) I have very little to add to my previous note

NOTE—Contn. Sheet.

dated 3rd August 1937. I invite special reference to paras 26 to 29 of the notes. The proposal involves an extra recurring expenditure of about Rs 6,000 per annum and in the present financial condition of the State it is not desirable to permit such large additions to recurring expenditure. Corresponding savings in other items of recurring expenditure have to be pointed out as required in circular No. Fl. 316-374/G.F. 6-37-1 dated 9th July 1937, and this should be possible as the items of work for which the extra expenditure is proposed are not all new and most of them were being done till now. I therefore respectfully beg to represent that the proposed extra expenditure is unwelcome in our present financial position and is not acceptable financially and any redistribution of work which might be made should be arranged for without causing extra expenditure.

3) The appointment of Mr. C.S.R.Rao is proposed for a period of one year in the first instance. In para 6 of the first order referring to the provision in the future Budgets, the words "in the budget of the next year" may be substituted for the words "in the budgets of the next and succeeding years". It is stated in the same para that the extra cost during the current year will be met out of the savings anticipated under "12. General Administration - Establishment charges" (apparently relating to 4. Civil Secretariat). How savings are anticipated is not clear and has not been explained.

Serial No. (6)

(1) D. S. N. Submitted for approval & orders.

(2) Kind reference is invited to the further note of the Fin. Secy. The financial Secy observes that as Mr C.S.R. Rao's appointment is only for a year, there is no need for making provision in future years' budgets. But it is submitted that though Mr Rao's appointment is for a year in the first instance, the Scheme itself will continue beyond that period. The idea of reorganisation is more important

Dewan) 6.10.37

(1) 6-10-37



WD 0284—GPB—30,000—13-9-37

*Submitted to His Highness.*

68) The work of securing proper publicity to official measures and policy has of late been receiving more and more attention as an important part of administrative work of all modern Governments and there has also been an increasing demand on the part of the public and the press for the prompt supply of accurate information, of tourist and other publicity literature, etc., and for the organization of the whole work on definite lines with a definite policy.

H

69) Under the present arrangements in Mysore, the Secretary, Stores Purchase Committee, who is also the Secretary to the Traffic Board, is in charge of the Publicity Department in addition to his other duties. Experience has shown that these arrangements are inadequate and the need has therefore been felt for the appointment of a competent whole-time officer for this work.

B.

70) It is proposed to reorganize the work of the department and broaden the scope of its work and usefulness, and to place the entire Publicity Department (other than the work relating to advertisements which is now being attended to by the Department of Industries and Commerce) in charge of a full-time officer with special journalistic and publicity experience who would be able to devote his full and undivided attention to this work. This officer, besides attending to the preparation and issue of guide books, tourist bulletins and other publicity work, will also be entrusted with the work of compiling the State Administration Report and scrutinising the final proofs of Government Reviews of departmental annual reports. Details regarding the functions of this officer and the assistance to be given to him, etc. are set out in the accompanying draft order.

C

D.

E

71) It is proposed to appoint Rao Saheb Mr. C. S. R. Rao, who has for a long time been associated with the "Statesman" of Calcutta, to the new post. He is a Mysorean with good journalistic experience and may be expected to cope with the duties of the office satisfactorily. He will be paid a salary of Rs 300/- and a Conveyance Allowance of Rs 30/- per mensem and the appointment will be for a period of one year in the first instance. During his employment as Publicity Officer, he will cease to be a regular correspondent or representative of any newspaper or journal and will be subject to the ordinary rules of service. The conditions relating to the terms of his

appointment are set forth in the draft Government Order and the draft letter put up herewith.

72) The Financial Secretary is not in favour of these arrangements in view of the extra cost involved. I consider, however, that the advantages that will accrue to the State from the proposed scheme of reorganization are well worth the additional expenditure involved; and the Members of Council also concur in this view.

73) I beg to recommend that the proposals outlined above may be graciously approved.

Mysore,
6th October 1937.

Mirza M. Ismail
DEWAN.

**Record of Cases submitted for the Orders of His Highness the Maharaja.**

*Subject.*

Reorganization of the Publicity Department.

Chief Secy
8.10.37

200

74) *Order.*

~~KRW~~
7.10.37

MS
9.10.37

C. 91

General and Revenue Secretariat

SUBJECT:-

# Reorganization of the Publicity Department.

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(*)

31. All urgent or confidential files returned with His Highness' orders may in the absence of instructions or indications to the contrary, be ordinarily circulated to the Members of Council for perusal after the issue of orders.

33. The Secretaries concerned should see that orders in the cases referred to above are issued at once and that the files are returned immediately after to the Chief Secretary for circulation to the Members.

34. In all other cases, the files will first be circulated to the Members of Council at Head-quarters and then sent to the Secretariat concerned for the issue of orders.

75) Circulated to Members of Council for perusal of His Highness' orders before/~~after~~ issue of orders. (*) (*Vide Rules* 31, 33 and 34 of the Subsidiary Rules for the conduct of business of Council in the Manual of Council Rules and Procedure.)

*Chief Secretary to Government.*

Through the Secretary to Government,

..... Department.

FIRST MEMBER OF COUNCIL.

9/10

279)
10-10-37

SECOND MEMBER OF COUNCIL. 10/10/37

CB

10/10

NOTE.—Contn. sheet.

Re-organization of the Publicity Dept



Serial No.

76) There are three drafts in the file

(1) Draft G.O. defining the duties & functions of the post of Publicity Officer

(2) Draft G.O. Sanctioning the apptt. of Rao Sahib Mr C.S.R. Rao as Publicity Officer

(3) Draft letter to Mr C.S.R. Rao sending him advance copies of the above two G.O.s and asking for his formal acceptance of the terms proposed.

E 77) Draft (3) will have to issue first and on receipt of a reply from Mr Rao ~~accepting the~~ the other two drafts have to issue For order if this may issue now.

H.H 78) [ The suggestions made by Mr. P.R. Rawaiji are also put up herewith. The only point at this stage that may perhaps be considered is the suggestion that the office may be designated "Director of Public Information". The other suggestions seem to ~~be~~ deal with details for consideration when the new Scheme starts work ]

Submitted C.S.R. 11/10/37

79) Draft letter to Mr C.S.R. Rao may issue now and the other two later on.

11/10



WD 03594—GPB—30,000—13-7-35

Reorganisation of the Publicity Department

File No. of 193 . | General and Revenue Secretariat

No. 927 dated 13.10.37

Rao Sahib C.S.R. Rao Esq

Forwards Copies of two Govt orders proposed to be issued sanctioning the entertainment of a wholetime Publicity officer appointing him to that post, & requests him to communicate his final acceptance of proposals

Sms

Letter dated 18th Oct. 1937 from Rao Sahib C/r C.S.R. Rao, stating that he is willing to accept the appointment on the terms mentioned.

Submitted with reference to para 29.

For orders whether the Draft Govt orders may issue now

K.M.R. 19/10/37

may be issued on the 23rd Oct or a week earlier than the date on which the appointment comes into Effect.

MS 20/10

For perusal before issue

Submd 23/10/37 Fin. Sec.

W 26/10

26.10.37

Orders may be communicated & file returned to C.S.

Received in Financial Branch 27.10.37. Fl. Cent: 775 & 776

Draft-and-fair Letter: (2 C.C.S.)

Issue

27/10

Issued

27.10.37.

Reorganisation of the Publicity office

General and Revenue Secretariat | CB File No. 72 of 1937. | [App. F. III—2

| Serial No. | |
|---|---|
| | No. 1002-1067 dated 23rd Oct. 1937 |
| | The Comptroller Bfast, Thro' Fin Secty |
| | The Heads of Departments. |
| | The Secretaries Bfast. |
| | The Deputy Commissioners of Dts. |
| | The Secy R.A. & L.C. |
| | Direct that with effect from 1st Nov. 1937 the entire Publicity work other than the work relating to advertisement be reorganised & placed in charge of a Whole-time officer, assigns also the duties of the Whole-time Publicity officer & Sanctions the staff required to work under him — |
| | No. 1087-1152 dated 26th Oct. 37 |
| | The Comptroller Bfast Thro' Fin Secty |
| | The Heads of Departments. |
| | The Secretaries Bfast |
| | The Dy Comrs of Dts |
| | The Secy R.A. & L.C. |
| | Rao Sahib C.S.R. Rao. |
| | Sanctions the appointment of Rao Sahib C.S.R. Rao as Publicity officer Bfast, for a period of one year on a Salary of Rs. 300/- p.m. plus a Conveyance allowance of Rs 30/- p.m. |

NOTE.—Contn. Sheet.

WD 03594—GPB—30,000—18-7-35

Appointment of Rao Sahib Mr C.S.R. Rao as Publicity Officer

File No. of 193 . | General and Revenue Secretariat

Subd Rao Sahib Mr C.S.R. Rao assumed charge of the office of the Publicity officer to Govt on the forenoon of 1st Nov. 1937. (Vide Charge Report) C.

A draft of a Notification re: his appointment is put up

KMR 1/11/37) Draft for Consideration.

Cpa 1/11/37) Appd MS 1/11

(235 D) 3.11.37)

The Compiler Mysore Gazette

Notifies the appointment of Rao Sahib C.S.R. Rao as Publicity Officer

(236 D) 3.11.37)

Intd Compliments

Mr C.S.R. Rao

Forwards a Copy of the Notification

B

DEWAN'S OFFICE
2 JUNE 1937
No. PR 1445

C.1431.
Encs.

Awdry House,
FERNHILL.
(Nilgiris.)
27th May 1937.

Chief Secy
MS
31-5-37

My dear Mirza,

** ** **

May I take this opportunity of developing, as you suggested, the ideas which I put before you the other day for a broadening of the work of the Publicity Department, a department which is coming to play an increasingly important part in the work of all modern governments.

My first proposition was that steps should be taken to put the Government matter that is now placed on the Editors' table into a form that is more readily adaptable to newspaper ends and more palatable to the public than the ordinary official publication. As regards the State Administration Report, I suggested that, in respect of Part II, the departments should be rationed in space, roughly with reference to their importance. The amount of space allotted to different departments in different years need not always be exactly the same. Having worked out a rationing, I would suggest that it be put to the heads of the departments that it is

Mrs suggestions seem to me may most useful, & should be accepted as far as possible.

MS

P.O.
Please bring up
MS
2.6.37

THE PUBLICITY OFFICE.
No. 735/P.O.
Date 2.6.37

for them to draft the matter for Part II and to draft it in such a way as to be easily intelligible to the public and as to bring out the effect of the work of the department on the life of the people without a too rigid adherence to statistical data or to the form in which the information has been given in previous years. The first part of the report should, I suggest, be a real abstrac of the "principal events of the year" written in language suitable for being "lifted" direct into the newspapers. It will be obvious that, if this requirement is to be fulfilled, the writer of it should determine, before he puts pen to paper, what are the "principal events" he is going to develop, and should depart altogether from the present practice of making a sterotyped abstract in which prominence is given year after year always to the same events.)

Similar remarks apply to the Government orders on individual Administration Reports. It may or may not be necessary to retain the present somewhat stereotyped Government Orders, but if people are really to understand what is going on, it is desirable to pick out the outstanding events and to place the order of Government against the background whic the Secretariat drafts take for granted. To take an instance from a report that i

now lying on my table, viz., the Report on the Administration of the Mysore City Municipality:- if I were a journalist seeking to make an article out of it, I should be disposed to say that the outstanding factor is that of finance, and to work up an article on that subject describing the taxes in force, discussing the efficiency of their assessment, the steady piling up of arrears and the new taxes introduced in the year, and then pass on to the duties which the Municipality has undertaken, the extent to which these are fulfilled, the big schemes that are deferred for want of funds and the general difficulties of the present position. On other occasions it might be well to concentrate on the question of slum clearance, the beggar problem, the cholera outbreak and the question of sewage disposal and establishment of a compost industry. Any one of these would make an interesting article by itself, while I am afraid that the general reader is not at all likely to read the Government Order which touches on them all, but assumes a knowledge of the background which the general reader does not possess. At the same time the average journalist has not the materials with which to work up articles on the lines suggested, and the only way of supplying him seems to be to let the Publicity Office develop press

notes on important questions as they arise.

Apart from the matter which is regularly issued to the press table, I would suggest that it is very desirable that the Publicity Officer should keep a very complete and up-to-date collection of material for issue to journalists and others. Part of this, I would suggest, should be kept in a volume of statistical matter which should always be kept up to date. Many of the distinguished people who are connected with Mysore would, I believe, be much more ready than at present to put their views on paper if they had the necessary statistical matter at their elbows, but are all deterred if, in pursuit of the accuracy which is so necessary in newspaper writing nowadays, they have to go to encyclopaedias and such other books of reference as are available to them for their materials.

In addition to this statistical matter I would suggest that it is desirable that the Publicity Officer should have a very complete collection of all books relating to Mysore, articles regarding it and letters and Government publications, so as to be able to supply anybody who wants materials with suitable quotations on any given aspect of the question.

Another very important item which I ~~x~~ think he should collect is photographs and plates of photographs. These are even more important than the letterpress. The State has a large supply of plates already, which I am sure the Press would be only too glad to reproduce if they could get the loan of them. At the same time it is very desirable not to let the same photograph appear too often, and there are many charming photographs very suitable for publicity which ought to be collected and utilised in the best way as soon as they are taken. I have in mind one in particular recently taken by one of the Van Ingens which would make a delightful illustration of any article on Mysore.

While I suggest that the Publicity Officer should have a general mass of publicity matter available for all comers, I would further suggest that he should be, so far as possible, the channel of communication between Government Officers and people who are writing up special aspects of particular cases. The question of the Subsidy and the Retrocession are cases in point. It is very desirable for some at any rate of the papers to have inside information as to the State's case, but this information cannot be distributed to all

and sundry, and a general agency for making it available to the proper people seems to be required.

Another aspect of the Publicity Officer's work would, I suggest, be to keep in close touch with journalists' associations and journalists of all classes. In the case of the smaller Indian journals much of the mischief that is done is often done out of sheer ignorance, and here the Officer's duties would be largely educative. For this purpose it would be necessary for him to have a general library which could be made available to journalists and also to be placed in possession of a good many newspapers of standing from which he could supply them with articles like Sir William Barton's for reproduction in their own journals.

As regards the bigger Indian journals and the European journals, I think it would be a good thing if he were to compile a directory of editors and correspondents, and put himself so far as possible into the position of being able to advise you as to the standing of the many people who come here demanding hospitality on the plea that they are writing for the Press. I am afraid that quite a large number of those who have enjoyed the State's hospitality on this plea have never really published anything about

Mysore at all. In the case of others like Mardy Jones an up-to-date 'Who's Who' would be of use to all concerned.

Another function of the Publicity Officer, which he is already performing to some extent, is the supply of information to editors of year books 'Who's Who's' and the like, the number of which is increasing every year. And perhaps he might deal at the same time with the question of the purchase of these publications. It is probably desirable to give them all a certain amount of encouragement, but the best use is not made of the books they supply under present conditions when they can apply to any one of us for patronage. If the Publicity Officer organised both the issue of information and the distribution of the books, we might secure better written accounts of Mysore in the publications, coupled with less expense on buying them and a better distribution over the people who use them.

The last duty that I would suggest is the preparation and issue to the public, as well as to the press, of pamphlets dealing with matters on which it is desirable that the public should be informed. Publicity work of this kind will, I think, be found to be a prominent feature in all the Governments that have undertaken extensive duties in connection with the social life of the people. Many

of them maintain tourist bureaux at every important town, at which there will be found racks full of pamphlets giving information about places to be visited, ways of getting there, etc. Without suggesting that Mysore should go this length at once, I would suggest that it would greatly promote the visits of tourists to the State if copies of Miss Parsons's books were presented to the libraries of the vessels which call at Bombay and Colombo. The ships' libraries are generally inadequate to the needs of the passengers, and every book in them is eagerly scanned. I can think of no way that would so readily promote a knowledge of the tourist attractions of Mysore. With the issue of the books should go the issue of little publicity pamphlets such as those published by the Railway Board. Every other country that has tourist attractions distributes pamphlets of this kind broadcast. I am aware that some Mysore pamphlets do exist, but it is very seldom that one sees a copy anywhere.

To take quite a different subject I would urge the desirability of the preparation of a Mysore Motorists' Manual, including maps of the roads of the State, a list of hotels, petrol pumps and repair shops, an abstract of the law and rules relating to motorists and a chapter of instructions on 'safety first'. I should

like to see a copy of this given to every motorist that comes into the State, together with instructions as to how to obtain his license and where to pay for it. That and the institution of petrol pumps, repair agencies and first-aid posts at some of the principal toll gates would, I believe, do a great deal to reconcile the people to regulations which they dislike largely because they do not understand them.

Many other items to which a similar practice could be applied will suggest themselves. A few years ago you issued under the title of "Mysore Book Notes" a list of publications relating to Mysore and of those published by the Mysore University and the Government Press. I think it might be a good thing to have another issue of this. I feel that the Health Department could do a great deal in the way of issuing simple notes on questions like diet and sanitation and the principal diseases. Perhaps if the Publicity Officer were charged with the duty of editing "Arogya", he would be able to get it out more punctually and to put some more interesting matter into it. An instance that suggests itself is the recent cholera outbreak. I feel that a competent officer could do some very useful propaganda if he wrote up the history and spread of the outbreak

and the measures taken to combat it in popular language, not omitting a few picturesque details such as the fact that g five of the victims came and threw themselves down to die in the Government House compound.

I am afraid you will say that I have suggested a scale of duties, not for an officer, but for a department. I hope, however, that you will agree that a first class publicity office is one of the essential equipments of an up-to-date Government, and I feel that, if you could secure the right man to run it, the developments that I have suggested would all come about by a process of evolution in the course of a very few years.

Yours sincerely,

(sd.) C. G. TODHUNTER.

# PUBLICITY REORGANIZATION

The following scheme for the reorganization of the State Publicity Department on a quasi-official basis is submitted for consideration:-

The essence of the scheme is the transfer of the work now being done by the part-timed Publicity Officer of the State to a non-official with journalistic experience, who would be provided with an office and adequate staff in the Secretariat for working the scheme. The expenditure is to be met from public revenues but the Publicity Officer (or whatever his designation) will not be regarded as an official of the State.

The work which the reorganized Publicity Department should undertake may broadly be classified under several heads:-

(1) Preparation of well illustrated leaflets and pamphlets, descriptive and otherwise, of every aspect of Mysore life of interest to visitors — sight-seers, commercial travellers and business men, shikaris, etc.

The Department should cater to the needs of every kind of visitor to the State seeking information and, if possible, provide suitable guides to such as need them in their itineraries.

The work of attracting foreign tourists should be entrusted to a separate agency specializing in that kind of work.

(2) Liason with the Press.

(3) Maintenance of Press Cuttings.

(4) Display of road maps and the more important publications issued by the various departments of the State.

(5) Co-operation with the Director of Industries and Commerce in placing advertisements in newspapers.

(6) Compilation of the annual general administration report.

This is only a rough outline and the details can be worked out if the scheme as a whole is approved.

RELATIONS WITH THE PRESS

In his address to the Representative Assembly in October 1935, the Dewan paid a tribute to the Press in Mysore — to its "high level of ability and responsibility" — and also acknowledged the "deep and friendly interest" in Mysore affairs evinced by the newspapers in British India and the States. "We are always anxious", said the Dewan, "to give them (Press reporters) such facilities as we can for the successful discharge of their duties".

The promise made by the Dewan can be implemented by furnishing the Press with constant, timely and accurate information and giving it such support and encouragement as it may reasonably look for. The "Press Room" in the Secretariat could be improved considerably under the supervision of the Publicity Officer, one of whose principal duties should be to establish and maintain courteous and friendly relations with the Press. It should be his duty to see personally the head of every department and departmental secretary as often as is necessary to consult with them as to the desirability or otherwise of communicating to the Press items of news coming under their purview. It would be for the Publicity Officer to communicate freely to the Press, through the accredited correspondents and reporters, what information can be given them and to tell them frankly what it was deemed necessary to reserve. In short, the Publicity Officer should be the recognized intermediary between the Government and the Press.

Rightly or wrongly, there is an impression among the local vernacular Press that the more influential newspapers published outside the State receive preferential treatment in the matter of official news. The surest way of disabusing them of this impression is to stop the practice of giving exclusive information on any subject to any one newspaper. If any Pressman interviews the head of a department or a Secretariat official for the purpose of monopolizing important items of official news, he should be courteously directed to the Publicity Officer.

It should be clearly understood that the Publicity Officer will in no way interfere with the discretion of Pressmen in the matter of presentation of news furnished to them, nor will he discourage the legitimate ambition of every Pressman to obtain a "scoop". But what he will most certainly discourage is any Pressman outbeating his rival in an unfair manner, so far as official news is concerned.

PRESS CUTTINGS

One of the minor functions of the Publicity Department should be the maintenance, for future reference, of properly indexed Press cuttings in the form of albums. Cuttings of a topical nature and of ephemeral interest will, however, not find a place in the albums.

The present practice of submitting selected cuttings from newspapers to the Dewan and the departments concerned should continue.

COST OF SCHEME

Any estimate of what the entire scheme will cost annually will depend on the work expected of the Publicity Department. But, roughly, a lump sum grant of Rs. 10,000 should suffice during the first year, exclusive of the cost of printing, and this sum should be provided in the ensuing budget so that the scheme may be put in operation from the beginning of the official year. And for any tangible results to be seen, the scheme should be given a trial for at least three years.

The personnel should consist of a non-official in charge whose honorarium should be sufficient to maintain his position with dignity. No Indian journalist of any standing can be expected to take up the work on less than Rs. 4,000 a year (inclusive of motor car allowance), which may be paid in four quarterly instalments. He should have the assistance of at least two qualified young men with a flair for journalism and there should be no difficulty in recruiting them on a monthly salary of Rs. 75 each. The existing clerical and menial staff of the Publicity Department can be absorbed when the new scheme comes into operation. It would be an

advantage to have a photographer attached to the Publicity Department. The Publicity Officer should also be provided with a telephone.

The Publicity Officer should be provided with a lump sum grant of Rs. 600 a year as sumptuary allowance, which works out at Rs. 50 a month. It is unlikely that the entire grant will be utilized, but there is a distinct advantage in providing the sum. Details of expenditure under this head should be left to the discretion of the Publicity Officer, whose certificates from time to time should be accepted by the Comptroller.

Additional equipment such as shelves, furniture, etc., which may be required, and any contingent expenditure can be met from the lump sum grant of Rs. 10,000.

The experience gained during the first year will be helpful in framing a more correct estimate of the financial implications of the scheme.

CSK Rao

CONFIDENTIAL.

22nd July 1937.

386/C.B
Encl

Dear Sir Charles Todhunter,

With reference to your letter No. C.1431 dated 27th May 1937 addressed to the Dewan on the subject of broadening the scope of the Publicity Department, I am desired to enclose herewith, for favour of your suggestions, a copy of a draft order embodying proposals for the reorganisation of the Publicity work here.

Y. S.

Sir Charles Todhunter, K.C.S.I.,
Private Secretary to His Highness
the Maharaja of Mysore.

Proceedings of the Government of H.H.
the Maharaja of Mysore.

*****

R e a d:-

Government Order No. G. 13943-4003/G.M. 209-23-1 dated the 22nd April 1924 sanctioning certain arrangements for giving publicity to Government measures and to matters of public policy and appointing the Secretary to the Representative Assembly & Legislative Council as Ex-Officio Publicity Officer.

2. Government Order No. G. 6470-524/G.M. 1-23-69 dated 18th February 1925 sanctioning the publication of Government advertisements in newspapers in and outside the State, through the Publicity Office.

3. Government Order No. G. 9835-94/G.M. 144-31-1 dated 17th June 1932 directing that the publication of the Mysore Blue Book and Publicity Journal be stopped until further orders.

4. Government Notification No. 2060/C.B. 83-33-1 dated 15th December 1933 appointing the Secretary, Stores Purchase Committee as Publicity Officer to the Government in addition to his other work under the direction and control of the Chief Secretary to the Government.

5. Government Order No. G.6047-103/G.M./72-34-1 dated 21st December 1934 directing that the work relating to the publication of advertisements on behalf of Government Departments be transferred from the Publicity Office to the Office of the Director of Industries and Commerce.

6. Government Order No. G. 4611-70/G.M.109-35-1 dated 9th December 1935 issuing instructions regarding the supply of abstracts of Government Orders etc., to the Publicity Officer for communication to the public press.

ORDER NO:

DATED, BANGALORE THE JULY 1937.

The Government have had under their consideration for the past some time, the question of developing and reorganising the Publicity Department, with a view to meet the growing and varied demands of the public and the press in recent years for the prompt supply of accurate official information and the issue of tourist and other publicity literature concerning Mysore.

Under the existing arrangements, the Secretary, Stores Purchase Committee is in charge of the work of the Publicity Department, in addition to his other work as Secretary to the Traffic Board. Experience has shown that these arrangements are inadequate specially in

view of the increase in the volume and complex ity of the publicity work to be done. The representatives of the Press have also been urging for a more satisfactory arrangement and the appointment of a whole-time officer for this work.

On a careful consideration of the matter, the Government are of the opinion that it is essential to reorganise the Publicity Department and to broaden the scope of its work and usefulness, without any further loss of time. They are accordingly pleased to direct that with effect from 1st August 1937 the entire publicity work - other than the work relating to advertisements which is now being attended to by the Department of Industries & Commerce - be reorganised on a quasi-official basis and entrusted to a non-official with the necessary journalistic and publicity experience.

The following additional items of work will be attended to by the Publicity Officer under the revised scheme:-

(1) The preparation and issue of Year Books & Guide Books and tourist bulletins, pamphlets and other propaganda literature.

(2) The preparation of the State Administration Report and brief synopsis of principal events in the administration.

(3) The scrutiny of the final proofs of the Government Reviews of the Annual Reports of

Departments.

(4) Supply of bulletins regarding matters of public health & social hygiene for publication in the Mysore "Arogya".

(5) Maintenance of a very complete collection of all books of reference relating to Mysore (including road and other maps) and articles, letters and Government publications on the same subject.

(6) Collection of photographs and plates of photographs relating to Mysore - such as are of interest to the tourist for purposes of loan and reproduction.

(7) Any other publicity work that may be entrusted by Government from time to time.
The Publicity Officer will also be in charge of the Press Room at Bangalore and maintain close and constant touch with the representatives of the Press. Among other things it is his duty to put the Government matter that is now placed on the Press Table in a form more easily assimilable for the purposes of a newspaper.

The Government are pleased to appoint

. . . . . .

. . . . . .

as Publicity Officer to the Government temporarily for a period of ~~three~~ one year in the first instance on a remuneration(honorarium) of Rs.3,000/- per year, payable every quarter. In addition, he will be

allowed a conveyance allowance of Rs.30/- per mensem for the efficient discharge of the work entrusted to him.

2 Permanent Second Division Clerks in the grade (Rs.30-3-60-5-100) and

1 Temporary Second Division Clerk in the grade (Rs.30-4-50)

1 Dalayet and
1 Cycle Orderly (both permanent) in the grade Rs.11-½-15.

The existing staff of the Publicity Office which is as noted in the* margin, will work under Mr.

In addition, he will be given the assistance of two ~~temporary men with journalistic experience~~ probationers etc. for being trained in this line on a ~~pay~~ stipend of Rs.50/- per mensem each and a temporary peon on Rs.11/- per mensem. The Attender who is attached to the Press Room in the General and Revenue Secretariat will in future work under the direction of the Publicity Officer.

The extra cost on this account during the current year amounting to Rs.
will be met out of the savings anticipated under 12 General Administration - Establishment charges; and necessary provision for the purpose will be included in the budgets of the next and succeeding years.

Similarly, the additional contingent expenditure estimated to amount to Rs.300/. during the current year will be met from the provision available under 12 Gen. Administration Advertisement Charges and necessary provision included in the subsequent budgets.

MS
14.7.37

Chief Secretary to Govt.

To

The Comptroller to Govt., through F.D.
" Heads of Departments.
" Secretaries to Govt.

Dy.Commrs. of Districts.
Secy. R.A. & L.C.

C.B. 156

C.B. Please Comply 1113 26/7

C.161

Vasantha Mahal,

Mysore, 24th July 1937.

Dear Mr. Kesavaiengar,

With reference to your D.O. letter No. 386, dated the 23rd July 1937, on the subject of the broadening of the scope of the Publicity Department, I shall be much obliged, if there is no objection, if you will kindly let me see the files which are read at the head of the draft of the proposed order. Also, in case you think it would be of any assistance, if you would let me have the papers bearing on the relations between the Government and the Editor of the Mysore Economic Journal. I have had a feeling for some time that it might be possible to secure a certain amount of mutual advantage for the Government and the Editor if this Journal could be used for publication of some of the less formal matter that once formed part of the Mysore Blue Book. Such matter would, I think, be more interesting to Mysore readers than, to take two examples from the June number, the pages devoted to "Canadian Trade and Finance" and the "Agricultural Progress of the Punjab".

Yours sincerely,

SNK.

D 24/7/37

426 / CB

Encs 11 files

Subject:-- Re-organisation of the Publicity Department.

Dear Sir Charles Todhunter,

With reference to your D.O. letter No.C. 161 dated 24th Jul July 1937, I send herewith for your perusal the undermentioned Secretariat Files containing the Government Orders that are read in the preamble to the draft Government Order now proposed:--

(1) G.M. 209-23-1.
(2) G.M. 71-23-46(a),49,49(a),50,53-64,66,67,69.
(3) G.M. 144-31-1.
(4) C.B. 83-33-1.
(5) G.M. 72-34-1.
(6) G.M. 109-35-1.

I am not however quite sure if the Mysore Economic Journal can be of much use to us in this connection. I have also sent for your perusal the marginally noted files which give an idea of the scope of the journal and the relations of the Editor to the Government. The journal was at first conducted under Government auspices and was transferred to private management in 1921 (Vide G.O. No. 6730-90/E.C.89-20-3 dated 25th January 1921). Mr. C. Hayavadana Rao has been conducting it all along.

| | |
|---|---|
| (1) | A. & E. 86-14-1. |
| (2) | E.C. 23-17-7,8,22,23. |
| (3) | E.C. 89-20-1 to 3. |
| (4) | E.C. 2-34-1 & 2. |
| (5) | E.C. 2-36-1 to 3. |

Y. S.

Sir Charles Todhunter, K.C.S.I.,
Private Secretary to His Highness
the Maharaja of Mysore.

426/C.B
Ems 11 Pts dt 28/7/37

Subject:- Re-organization of the Publicity Dept.

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Dear Sir Charles Todhunter,

With reference to your D.O. letter No. C.16 dated 24th July 1937, I ~~have~~ sent herewith for your perusal the undermentioned Secretariat Files containing the Government Orders that are read in the preamble to the draft Government Order now proposed;-

(1) G.M. 209-23-1.
(2) G.M. 1-23-46(a),49,49(a),50,53-64,66,67 69
(3) G.M.144-31-1.
(4) C.B. 83-33-1.
(5) G.M. 72-34-1
(6) G.M. 109-35-1.

2. I am not ~~quite~~ however sure if the Mysore Economic Journal can be of much use to us in this connection. I have also sent for your perusal the marginally noted files which give an idea of the scope of the journal and the relations of the Editor to the Government. The journal was at first conducted under Government auspices and was transferred to private management in 1921 (vide G.O. No. 6730-90/E.C. 89-20-3 dated 25th January 1921). Mr. C. Hayavadana Rao has been conducting it all along.

(1) A & E. 86-14-1
(2) E.C. 23-17,7,8,22,23.
(3) E.C. 89-20-1 to 3.
(4) E.C. 2-34-1 & 2.
(5) E.C. 2-36-1 to 3.

Yours sincerely,

MS
28/7

To

Sir Charles Todhunter, K.C.S.I.,
Private Secretary to H.H.
the Maharaja of Mysore.

CB 221.

Ballabrooie,

Bangalore, 3rd August 1937.

C.140
Enc: files

C.B.
MRS
4.8.37

Dear Mr. Kesaviengar,

I am very sorry that I should have delayed replying to your D.O. letter No.386/C.B., of the 23rd July last, on the subject of the draft order relating to the Publicity Department. I am afraid that I fail to notice, when I read the draft through on receipt, that you were proposing to put the order into effect from the 1st instant.

I have read the files that you have sent me dealing with the Mysore Economic Journal, the Blue Book and Publicity Journal and the scheme for a company to run a Mysore daily paper, with great interest and have wondered whether perhaps the latter scheme would not have met with a more favourable reception if it had been put forward in the present days of increasing participation by the State in commercial enterprises.

I think your proposal now put forward of placing the publicity Bureau in charge of a non-official with journalistic experience offers a very hopeful compromise, and I note that the draft order proposes entrusting him with practically everything that I have suggested.

One small variation is that he is to supply material for the 'Arogya' instead of publishing it. I hope I may be pardoned if I suggest that it would be much better for the department to supply the material and for the journalist to see to the publication of the journal. The thing most noticeable at present, both in the 'Arogya' and the quarterly reports of the Department of Health, is the irregular way in which they appear, and the fact that the information in them is generally so stale by the time that it appears that it is of no interest to anybody.

A point which I did not mention in my note is the inclusion of some one with training in statistics in the publicity staff. It is, I am sure, not necessary to refer you to the classical instances of egregious mistakes that have arisen through the mechanical compilation of statistics in Government Offices, and I believe that an intellegent criticism of departmental Administration Reports by a statistician

would result in the abolition of a number of tables that are either purposeless or hopelessly inaccurate. I understand from Mr. Sundara-rajan that he has been called in and has rendered a good deal of servic in applying such criticism to the Administration Reports of the Medica Department. If you could possibly arrange that one of the clerks in the publicity office was a trained statistician, I think it might be very useful.

There is no mention made in the order of a library to be made available to Press Representatives, nor have I any acquaintance with the Press Room. I hope that the suggestion that this should err on the side of excess of comfort rather than the reverse is not superfluous The more you can induce the Press Representatives to make use of it and put themselves into touch with your Publicity Officer the less likely are you to have Government measures misrepresented. I am not sure to what extent you supply them with copies of important reports and orders. I am sure a liberal supply of matter on which they could employ scissors and paste would be very welcome.

May I make one final suggestion which has no bearing on the draft in question? That is that an endeavour should be made to push the Government book business at the Dasara Exhibition. I mentioned in my previous note the publication of the Mysore Book Notes, which I was commissioned to prepare some years ago. When we were getting this ready I found that there was a much larger number of publications for sale than I had any idea of, both at the Government Press and at the University. Recently I received a copy of a book on Agricultural Insurance by J.S. Chakravarthi, which was apparently issued to Govern-ment Offices because it formed part of a surplus stock for which the Press had no demand. A stall at the Dasara Exhibition might assist both to advertise the new material and to help the Press to get rid of its old stocks.

I hope you will excuse my having made a few suggestions for removi from the draft some passages that seemed to be redundant.

Yours sincerely,

AND.

Proceedings of the Government of H.H.
the Maharaja of Mysore.

*****

Read:-

Government Order No. G.13943-4003/G.M. 209-23-1, dated the 22nd April 1924, sanctioning certain arrangements for giving publicity to Government measures and ~~to~~ matters of public policy, and appointing the Secretary to the Representative Assembly and Legislative Council as Ex-Officio Publicity Officer.

2. Government Order No. G.6470-524/G.M. 1-23-69, dated 18th February 1925, sanctioning the publication of Government advertisements in newspapers in and outside the State, through the Publicity Office.

3. Government Order No. G. 9835-94/G.M. 144-31-1, dated 17th June 1932, directing that the publication of the Mysore Blue Book and Publicity Journal be stopped until further orders.

4. Government Notification No. 2060/C.B. 83-33-1, dated 15th December 1933, appointing the Secretary, Stores Purchase Committee as Publicit Officer to the Government in addition to his other ~~work~~ duties, under the direction and control of the Chief Secretary to the Government.

5. Government Order No. G.6047-103/G.M, dated 21st December 1934, directing that the work relating to the publication of advertisements on behalf of Government Departments be transferred from the Publicity Office to the Office of the Director of Industries and Commerce.

6. Government Order No. G. 4611-70/G.M.109-35-1 dated 9th December 1935, issuing instructions regarding the supply of abstracts of Government Orders etc., to the Publicity Officer for communication to the public press.

ORDER NO:

DATED, BANGALORE THE JULY 1937.

The Government have had under their consideration for ~~the~~ past some time, the question of developing and reorganising the Publicity Department, with a view to meet the growing and varied demands of the public and the press ~~in recent years~~ for the prompt supply of accurate ~~official~~ information and the issue of tourist and other publicity literature ~~concerning Mysore.~~

Under the existing arrangements, the Secretary, Stores Purchase Committee, is in charge of the work of the Publicity Department, in addition to his other work as Secretary to the Traffic Board. Experience has shown that these arrangements are inadequate ~~specially in view of the increase in the volume and complexity of the publicity work to be done.~~ The representatives

of the Press have also been ~~urging~~ asking for a more satisfactory arrangement and the appointment of a whole-time officer for this work.

On a careful consideration of the matter, the Government are of the opinion that it is essential to reorganise the Publicity Department and to broaden the scope of its work and usefulness, without any further loss of time. They are accordingly pleased to direct that, with effect from 1st ~~August~~ October 1937, the entire publicity work - other than the work relating to advertisements, which is ~~now~~ being attended t by the Department of Industries and Commerce, be reorganised on a quasi-official basis and entrusted to a non-official with ~~the necessary~~ journalistic and publicity experience.

The following additional items of work wil be attended to by the Publicity Officer under the revised scheme:-

(1) The preparation and issue of ~~Year-Book~~ & Guide Books and tourist bulletins, pamphlets and other propaganda literature.

(2) The preparation of the State Administration Report and brief synopsis of principal events in the administration.

(3) The scrutiny of the final proofs of the Government Reviews of the Annual Reports of Departments.

(4) Supply of bulletins regarding matters of public health & social hygiene for publication in the Mysore "Arogya".

(5) Maintenance of a ~~very~~ complete collection of all books of reference relating to Mysore (including road and other maps) and ~~articles, letters~~ newspapers and magazine articles and Government publications on the same subject.

(6) Collection of photographs and plates of photographs relating to Mysore - ~~such as are of interest to the~~ tourist for purposes of loan and reproduction.

~~(7) Any other publicity work that may be entrusted by Government from time to time.~~ The Publicity Officer will also be in charge of the Press Room at Bangalore and maintain close and constant touch with the representatives of the Press. ~~Among other things it is his duty~~ (7) to ~~put the~~ Government matter that is ~~now~~ placed on the Press Table in a form more easily assimilable for the purposes of a newspaper.

The Government are pleased to appoint Mr. .....

.....

as Publicity Officer to the Government ~~temporarily~~ for a period of one year in the first instance, ~~on a remuneration~~ (honorarium) of Rs.3,000/- per year, payable ~~every~~ quarterly. ~~In addition, he will be allowed~~ and a conveyance allowance of Rs.30/- per mensem ~~for the efficien discharge of the work entrusted to him.~~

The existing staff of the Publicity Office

2 Permanent Second Division Clerks in the grade (Rs.30-3-60-5-100) and

1 Temporary Second Division Clerk in the grade (Rs.30-4-50)

1 Dalayet and
1 Cycle Orderly (both permanent) in the grade Rs.11-½-15.

which is as noted in the margin, will work under Mr.

In addition, he will be given the assistance of two Probationers for ~~being trained in this line of work~~ on a stipend of Rs.50/- per mensem each and a temporary peon on Rs.11/- per mensem.

The attender who is attached to the Press Room in the General and Revenue Secretariat will in future work under the direction of the Publicity Officer.

The extra cost on this account during the current year amounting to Rs.
will be met out of the savings anticipated under 12 General Administration - Establishment charges and necessary provision for the purpose will be included in the budgets of the next and succeeding years.

Similarly, the additional contingent expenditure estimated to amount to Rs.300/- during the current year will be met from the provision available under 12 General Administration Advertisement charges, and necessary provision included in ~~the~~ subsequent budgets.

Chief Secretary to Government.

To

The Comptroller to Govt., through F.D.
" Heads of Departments.
" Secretaries to Govt.
" Deputy Commissioners of Districts.
" Secretary, R.A. & L.C.

No. 282/P.O. dated 17/18th Aug. 1937

Sir Charles Todhunter, K.C.S.I.,
Private Secretary to H. H. the
Maharaja of Mysore.
Ballabrooie, Bangalore.

Dear Sir,

I beg to acknowledge receipt of your letter No.C.140 dated the 3rd August 1937, together with the Draft Order relating to the Publicity Department, I am to thank you for the revision suggested in the draft. The other valuable suggestions about the publication of the "Mysore Arogya", the drafting of a clerk trained in statistics for work in the Publicity Department, the maintenance of a Library for the use of the Press Representatives and the opening of a Stall for Government publications at the Mysore Dasara Exhibition, will be duly submitted for the orders of Government. The Coordination and incorporated in the G.O. now under consideration will kind regards,

Yours Sincerely,

MK

I beg to acknowledge receipt of your letter No C.140 of 3.8.37 and thank you for the kind revision so kindly made by you in the draft order.

Contd in your letter

C.S. 464

C.S. MB 14/9

"STATESMAN VILLA"
54/2, MARGOSA AVENUE ROAD,
MALLESWARAM,

*Bangalore,* September 14, *1937*.

Dear Mr. Kesaviengar,

I write to express my thanks to you for pushing through the State Publicity reorganization proposals on which, I understand, a final decision is to be taken next week.

As I mentioned to you in the course of conversation yesterday, there are one or two points which need consideration before orders are issued and I am placing them before you to prevent any misunderstanding at a later stage.

The first point is in regard to the nature of the appointment of Publicity Officer. Both in my conversations with you and with the Dewan, when the proposals were first mooted, I was given to understand that the Publicity Officer would not be an "official", in the strict sense of the term, that he would be a part-time officer, and that he would be given an honorarium commensurate with the work. In other words, the original idea was that he would be at liberty to pursue his own avocation. It was on the basis of this proposal that I suggested in my note submitted to you on June 10 a provision of Rs. 4,000 a year for the Publicity Officer.

This arrangement has its advantages and disadvantages. On further reconsideration in the light of my talks with you, I agree with your view that the arrangement will be difficult to work in practice, for it really will be a case of a person "serving two masters", giving satisfaction to neither. Moreover, I understood from you that some of my colleagues on the Press have expressed

to you the fear that such an arrangement would place the Statesman in a specially advantageous position in the matter of official news. The fear is groundless, but to allay suspicion I have already written to the News Editor of the Statesman and he has agreed to my proposal to appoint Mr. R.K. Srinivasan of Mysore, who has been my understudy, as the correspondent for Mysore State. This arrangement is, I think, more satisfactory than the original one from all points of view.

The second consideration is that the reorganized Publicity Department will need an officer's whole-time attention if work on the lines indicated by Sir Charles Todhunter has to be done satisfactorily. I do not know what the Dewan's views are in the matter, but if it is decided to make the Publicity Officer an "official" the question of his status and salary would seem to need reconsideration.

As I mentioned to you yesterday, I for my part am prepared to change over from service under the Statesman to State service for a term of years and all that I ask is that the salary of the Publicity Officer may be so fixed that I do not suffer monetarily by giving up my present work. My monthly income from the Statesman is roughly Rs. 350 — I have taken the average for a year —, and this is exclusive of what I receive in the shape of

commission for contract and casual advertisements which I secure for the paper from business houses and industrial concerns in the State. I hope I am not making any extravagant claim by asking that the salary may be fixed at Rs. 350 a month.

I must apologise for the length of the letter. I take this opportunity of reassuring you that I am grateful both to you and to the Dewan for the confidence reposed in me and for the opportunity given to serve the State and I sincerely trust that I will prove worthy of such confidence.

Yours sincerely,

G.R.Rao

B.T. Kesaviengar, Esq., B.A.,

Chief Secretary to the Government of Mysore,

Bangalore

Confidential Branch

Here with the letters
you wanted to be returned

C. Ramaraja
10/11/38

Rao Sahib
Mr C.S.R. Rao)

Thanks
C.S.R. Rao
10/11/38

"STATESMAN VILLA"
54/2, MARGOSA AVENUE ROAD,
MALLESWARAM.

C.S. MS 1629

*Bangalore,* September 16, 1937.

Dear Mr. Kesaviengar,

In continuation of my letter of September 14, I enclose in original a few letters addressed to me by the Statesman advising me of the monthly honorarium for my literary contributions to the paper during 1935-36. The letters will enable you to verify the statement made in my last letter that my income from the Statesman averages Rs. 350 a month.

You need not bother to return the letters, which are merely submitted for your information; they may be destroyed after perusal All that I am anxious about is that the Dewan should be apprised of the true facts relating to my present income before coming to a decision on the Publicity reorganization proposals.

Yours sincerely,

GRRao

Enclosures received with thanks returned to Mr C.S.R. Rao at his request 10/11/37

B.T. Kesaviengar, Esq., B.A.,
Chief Secretary to the Government of Mysore,
Bangalore

| | |
|---|---|
| Honorarium for July 36 : | Rs 325-8-0 |
| Aug 36 : | 316-8-0 |
| Sep. 36 : | 314-0-0 |
| Oct 36 : | 339-6-0 |
| June 35 ~~Nov. 36~~ : | 354-6-0 |
| July 35 | 374-6-0 |
| Aug 35 | 427-8-0 |
| Sep. 35 | 355-0-0 |
| Oct 35 | 350-8-0 |

[Draft Considered in Council] 23.9.37 [Split-up into 3 Offs]

PROCEEDINGS OF THE GOVERNMENT OF

H.H. THE MAHARAJA OF MYSORE.

- - -

Ht 190 - 9 - 37

Read-

Government Order No. G.13943-4003/G.M. 209-23-1, dated the 22nd April 1924, sanctioning certain arrangements for giving publicity to Government measures and matters of public policy, and appointing the Secretary to the Representative Assembly and Legislative Council as ex-officio Publicity Officer.

2. Government Order No. G.6470-524/G.M. 1-23-69, dated 18th February 1925, sanctioning the publication of Government advertisements in newspapers in and outside the State, through the Publicity Office.

3. Government Order No. G.9335-94/G.M. 144-31-1, dated 17th June 1932, directing that the publication of the Mysore Blue Book and Publicity Journal be stopped until further orders.

4. Government Notification No.2060/C.B. 83-33-1, dated 15th December 1933, appointing the Secretary, Stores Purchase Committee, as Publicity Officer to the Government in addition to his other duties, under the direction and control of the Chief Secretary to the Government.

5. Government Order No. G.6047-103/G.M. dated 21st December 1934, directing that the work relating to the publication of advertisements on behalf of Government Departments be transferred from the Publicity Office to the Office of the Director of Industries and Commerce.

6. Government Order No. G.4611-70/G.M.109-35-1. dated 9th December 1935, issuing instructions regarding the supply of abstracts of Government Orders etc., to the Publicity Officer for communication to the public press.

....

Order No.

Bangalore, September 1937.

~~The~~ Government have had under their consideration for some time past, the question of developing and reorganising the Publicity Department, with a view to meeting the ~~growing and varied~~ demands of the public and the press for the prompt supply of accurate information and the issue of tourist and other publicity literature.

2 Under the existing arrangements, the Secretary, Stores Purchase Committee, who is also Secretary to the Traffic Board, is in charge of the work of the Publicity Department in addition to his other work. Experience has shown that these arrangements are inadequate. The representatives of the press have also been asking for a more satisfactory arrangement and the appointment of a wholetime officer for this work.

3 ~~On a careful consideration of the matter~~, the Government are of the opinion that it is ~~essential~~ necessary to reorganise the Publicity Department and to broaden the scope of its work and usefulness without ~~any~~ further loss of time. They are accordingly pleased to direct that, with effect from ~~1st October 1937~~ 1st Nov 1937, the entire publicity work other than the work relating to advertisements, which

is being attended to by the Department of Industries and Commerce, be reorganised on a quasi-official basis and entrusted to a non-official with journalistic and publicity experience.

and placed in charge of a whole-time officer with special journalistic and publicity experience, who could devote his undivided attention to this work.

4 The following additional items of work will be attended to by the Publicity Officer under the revised scheme:

(1) The preparation and issue of Guide Books and tourist bulletins, pamphlets and other propaganda literature.

(2) The supply of information to editors of year books, Who's Whos and similar publications.

(3) The preparation of the State Administration Report (and brief synopsis of principal events in the administration).

(4) The scrutiny of the final proofs of Government Reviews of the Annual Reports of Departments.

(5) Supply of bulletins regarding matters of public health and social hygiene for publication in the Mysore "Arogya".

(6) Maintenance of a complete collection of all books of reference relating to Mysore (including road and other maps) and newspapers and magazines and Government publications bearing on the same subject.

(7) Collection of photographs and plates of photographs relating to mysore, for purposes

loan and reproduction.

(8) The putting of matter that is placed on the Press Table in a form more easily - assimilable for the purposes of a newspaper.

The Publicity Officer will also be in charge of the Press Room at Bangalore and will maintain close and constant touch with the representatives of the Press.

5 The Government are pleased to appoint Rao Sahib Mr. C. S. R. Rao as Publicity Officer to the Government for a period of one year in the first instance. Mr. C. S. R. Rao will be ~~granted an honorarium~~ paid a salary of Rs 300/- per month ~~of Rs 3,000 per year, payable quarterly~~ and a conveyance allowance of Rs.30 per mensem.

2 permanent Second Division clerks in the grade (Rs.30-3-60-5-100) and
1 temporary Second Division clerk in the grade Rs.30-4-50.
1 Dalayet and
1 Cycle orderly (both permanent) in the grade R

6 The existing staff of the Publicity Office, which is as noted in the margin, will work under Mr. C. S. R. Rao the new office. In addition, he will be given the assistance of two Probationers for training on a stipend of Rs.50 per mensem each and a temporary peon on Rs.11 per mensem. The attender who is - attached to the Press Room in the General and Revenue Secretariat will in future work under the direction of the Publicity Officer.

7 The extra cost on this account during the current year amounting to Rs.
will be met out of the savings anticipated under 12 General Administration - Establishment charges and necessary provision for the purpose will be included in the budgets of the next and succeeding years.

Similarly, the additional contingent expenditure estimated to amount to Rs.300 during the current year will be met from the provision available under 12 General Administration, Advertisement charges, and necessary provision included in subsequent budgets.

Chief Secretary to Government.

To

The Comptroller to Govt., through F.D.
The Heads of Department,
The Secretaries to Government,
The Deputy Commissioners of Districts,
The Secretary, R.A. & L.C.

917/CB III
Encl

D 13/10/37

Dear Mr. C.S.R. Rao,

I am desired to enclose for your information copies of two Govt. Orders proposed to be issued, sanctioning the entertainment of a wholetime Publicity Officer to Govt. and appointing you to that post.

After a consideration of all the circumstances mentioned in your letters to Government and your conversations, Government have been pleased to approve of your being given a salary of Rs.300/- plus a conveyance allowance of Rs.30/ per mensem, and they trust that you will agree to this.

I am to add that Government have no objection to your contributing, occasionally, special articles to the press and receiving remuneration therefor, provided that the matters dealt with therein are in consonance with the general policy of Government and the best interests of the State and do not contain any information not intended to be made available to the press, and provided also that such work does not in any way interfere with the satisfactory discharge of your official duties. Copies of articles so contributed, as also particulars of remuneration received by you on this account, may ~~also~~ be kindly submitted for the information of Government.

Government will be glad if you will kindly communicate your final acceptance of the proposal.

Yours sincerely,

MS 28/9

(Chief Secy.).

D.O.

No. 927/C.B

GENERAL AND REVENUE SECRETARIAT,

(Camp) Mysore, ~~12th~~ 13th October 1937.

I am desired to enclose for your information copies of two Government Orders proposed to be issued, sanctioning the entertainment of a wholetime Publicity Officer to Government and appointing you to that post, for one year in the first instance.

After a consideration of all the circumstances mentioned in your letters to Government and your conversations, Government have been pleased to approve of your being given a salary of Rs.300/- plus a conveyance allowance of Rs.30/- per mensem, and they trust that you will agree to this.

I am to add that Government have no objection to your contributing, occasionally, special articles to the press and receiving remuneration therefor, provided that the matters dealt with therein are in consonance with the general policy of Government and the best interests of the State and do not contain any information not intended to be made available to the press, and provided also that such work does not in any way interfere with the satisfactory discharge of your official duties. Copies of articles so contributed, as also particulars of remuneration received by you on this account, may be kindly submitted for the information of Government.

Government will be glad if you will kindly communicate your final acceptance of the proposals.

Rao Sahib C.S.R. Rao, Esqr.,
(Camp) Mysore.

PROCEEDINGS OF THE GOVERNMENT OF HIS HIGHNESS
THE MAHARAJA OF MYSORE

---

Read:-

Government Order No. 1502-67/C.B.72-37-1 dated 23rd October 1937 sanctioning certain proposals for the reorganization of the Publicity Department, and the appointment of a whole-time officer to be in charge of it with the designation of Publicity Officer to Government.

* * * *

Order No. 1083-1154/C.B.72-37-2

Dated, 26th October 1937.

Government are pleased to appoint Rao Sahib Mr. C.S.R. Rao, who has for a long time been associated with the "Statesman" of Calcutta, as the Publicity Officer to Government. He will be a whole-time officer of Government, subject to the general rules for the conduct of Government servants, and during the period of his employment in Government service he will cease to be the correspondent or representative of any newspaper or journal.

His appointment will be for a period of one year in the first instance. He will be paid a salary of Rs.300/- per mensem and a conveyance allowance of Rs.30/- per mensem; but will not be entitled to pension or any other easements. In respect of his leave, travilling allowances and other matters not specially provided for, the general provisions of the Mysore Service Regulations will be applicable to him.

M Ramaswamy

Chief Secretary to Government.

T o

The Comptroller to Government, through Financial Department.
" Heads of Departments,
" Secretaries to Government,
" Deputy Commissioners of Districts,
" Secretary, Representative Assembly & Legislative Council,
Rao Sahib Mr. C. S. R. Rao.

---

PRESS TABLE.

CB 656

"STATESMAN VILLA"
54/2, MARGOSA AVENUE ROAD,
MALLESWARAM.

Bangalore, ~~193~~.

Camp - Mysore , 18th October 1937.

CB
MR
18/10

Dear Sir,

I acknowledge, with thanks, the receipt of your D.O. letter No.927/C.B. dated October 13, 1937, enclosing copies of two Government Orders proposed to be issued on the subject of Publicity reorganization.

I note that the Government have decided to appoint me as whole-time Publicity Officer for one year in the first instance on a monthly salary of Rs300/- plus a conveyance allowance of Rs30/- with effect from November 1. I am grateful to the Government for the offer of the appointment, which I accept on the terms contained in your letter.

Yours sincerely,

HRRao

B. T. Kesavaiengar, Esq., B.A.,
Chief Secretary to Government,
Camp - Mysore.

(Two ~~three~~ drafts)

Proceedings of the Government of His Highness The Maharaja of Mysore.

...

Read:-

Govt. Order No. G.13943-4003/G.M.209-12-1 dated the 22nd April 1924, sanctioning certain arrangements for giving publicity to Government measures and matters of public policy, and appointing the Secretary to the Representative Assembly and Legislative Council as ex-officio Publicity Officer.

2. Govt. Order No. G.6470-524/G.M.1-23-69, dated 18th February 1925, sanctioning the publication of Government advertisements in news-papers in and outside the State, through the Publicity Office.

3. Govt. Order No. G.9835-94/G.M.144-31-1, dated 17th June 1932, directing that the publication of the Mysore Blue Book and Publicity Journal be stopped until further orders.

4. Govt. Notfn. No.2060/C.B.83-33-1, dated 15th December 1933, appointing the Secretary, Stores Purchase Committee, as Publicity Officer to the Government in addition to his other duties under the direction and control of the Chief Secretary to the Government.

5. Govt. Order No. G.6047-103/G.M.dated 21st December 1934, directing that the work relating to the publication of advertisements on behalf of Government Departments be transferred from the Publicity Office to the Office of the Director of Industies and Commerce.

6. Govt. Order No. G.4611-70/G.M.109-35-1 dated 9th December 1935, issuing instructions regarding the supply of abstracts of Government Orders etc., to the Publicity Officer for communication to the public press.

. . .

Order No. 1002-67/C.B 72-37-1.

Dated, Bangalore, the 23/10/37 1937.

Government have had under their consideration for some time past, the question of developing and reorganising the Publicity Department, with a view to meeting the demands of the public and the press for the prompt supply of accurate information and the issue of tourist and other publicity literature.

2. Under the existing arrangements, the Secretary, Stores Purchase Committee, who is also Secretary to the Traffic Board, is in charge of the work of the Publicity Department in addition to his other work. Experience has shown that these arrangements are inadequate. The representatives of the press have also been asking for a more satisfactory arrangement and the appointment of a wholetime officer for this work.

3. Government are of opinion that it is necessary to reorganise the Publicity Department and to broaden the scope of its work and usefulness without further loss of time. They are accordingly pleased to direct that with effect from 1st November 1937 the entire publicity work,

(For order)

other than the work relating to advertisements which is being attended to by the Department of Industries and Commerce, be reorganized and placed in charge of a whole-time officer with special journalistic and publicity experience, who could devote his undivided attention to this work.

(Revised)

4. The following additional items of work will be attended to by the Publicity Officer under the revised scheme:

(1) The preparation and issue of Guide Books and tourist bulletins, pamphlets and other propaganda literature.

(2) The supply of information to editors of year books, Who's Whos and similar publications.

(3) The preparation of the State Administration Report.

(4) The scrutiny of the final proofs of Government Reviews of the Annual Reports of Departments.

(5) Supply of bulletins regarding matters of public health and social hygiene for publication in the Mysore "Arogya".

(6) Maintenance of a complete collection of all books of reference relating to Mysore (including road and other maps) and newspapers and magazines and Government publications bearing on the same subject.

(7) Collection of photographs and plates of photographs relating to Mysore, for purposes of loan and reproduction.

(8) The putting of matter that is placed on the Press Table in a form more easily assimilable for the purposes of a newspaper.

The Publicity Officer will also be in charge of the Press Room at Bangalore and will maintain close and constant touch with the representatives of the Press.

2 permanent Second Division clerks in the grade (Rs.30-3-60-5-100) & 1 temporary Second Division clerk in the grade 30-4-50.
1 Dalayet and 1 Cycle orderly (both permanent) in the grade Rs.11-½-15.

5. The existing staff of the Publicity Office, which is as noted in the margin, will work under the new officer. In addition, he will be given the assistance of two Probationers for training on a stipend of Rs.50/ per mensem each and a temporary peon on Rs.11 per mensem. The attender who is attached to the Press Room in the General and Revenue Secretariat will in future work under the direction of the Publicity Officer.

6. The extra cost on this account during the current year amounting to Rs. 3150/— will be met out of the savings anticipated under 12 General Administration - Establishment charges, and necessary provision for the purpose will be included in the budgets of the next and succeeding years.

Similarly, the additional contingent expenditure estimated to amount to Rs.300 during the current year will be met from the provision available under 12 General Administration, Advertisement charges, and necessary provision included in subsequent budgets.

MS
28/9

Chief Secretary to Govt.

To

The Comptroller to Govt., through Finl. Deptt.
" Heads of Department,
" Secretaries to Government,
" Deputy Commissioners of Districts,
" Secretary, R. A. & L. C.

Proceedings of the Government of His Highness
The Maharaja of Mysore.

...

Read:-

Govt. Order No. 1002-67/C.S.72-37-1 dated 23rd Oct 1937, sanctioning certain proposals for the reorganization of the Publicity Department, and the appointment of a whole-time officer to be in charge of it with the designation of Publicity Officer to Government.

******

ORDER No. 1087-1152/C.S.72-37-2
Dated, Bangalore, the 26/10 1937.

Government are pleased to appoint Rao Sahib Mr. C. S. R. Rao, who has for a long time been associated with the "Statesman" of Calcutta, as the Publicity Officer to Government. He will be a whole-time officer of Government, subject to the general rules for the conduct of Government servants, and during the period of his employment in Government service he will cease to be the correspondent or representative of any newspaper or journal.

His appointment will be for a period of one year in the first instance. He will be pa a salary of Rs.300/- per mensem and a conveyan allowance of Rs.30 p.m; but will not be entitl to pension or any other easements. In respect his leave, travelling allowances and other matters not specifically provided for, the

general provisions of the Mysore Service Regulations will be applicable to him.

MS 28/9

Chief Secretary to Govt.

To

The Comptroller to Govt., through Finl.Dept
" Heads of Departments.
" Secretaries to Govt.
" Deputy Commrs. of Districts.
" Secretary, R.A., & L.C.,
Rao Sahib MrC.S.R. Rao.

App. F VI G 10.

# Government of His Highness the Maharaja of Mysore.

GENERAL AND REVENUE DEPARTMENTS

Publicity department.

Issues orders regarding the reorganisation of the ——

G. O. No. 1002-1067/CB 72-37-1 DATED 23rd October 1937

May this be

i. printed ? yes

ii. treated as a standing order ? yes

iii. published in the Gazette English Part ? yes

iv. translated ? yes ✓

v. placed at the disposal of the press ? yes

iv. published in the Gazette Kannada Part ? ~~No~~.

Was the previous order so published.?

Subd for orders. SKMR 27.10.37 Re: (IV) it is for orders if the G.O. need be published in the Kannada Gazette also

Press Sec

Subd The Previous order was translated and published in Kannada. (vide flag Y)

SKMR 27/10/37

may be translated in this case also.

~~No~~.

27/10

27/10

27/10

PROCEEDINGS OF THE GOVERNMENT OF HIS HIGHNESS
THE MAHARAJA OF MYSORE

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Govt. Order No. G.13943-4003/G.A.209-12-1 dated the 22nd April 1924, sanctioning certain arrangements for giving publicity to Government measures and matters of public policy, and appointing the Secretary to the Representative Assembly and Legislative Council as ex-officio Publicity Officer.

2. Govt. Order No. C.6470-524/G.M.1-23-69, dated 18th February 1925, sanctioning the publication of Government advertisements in news-papers in and outside the State, through the Publicity Office.

3. Govt. Order No. G.9835-94/G.M.144-31-1, dated 17th June 1932, directing that the publication of the Mysore Blue Book and Publicity Journal be stopped until further orders.

Govt. Notfn. No.2060/G.B.83-33-1, dated 15th December 1933, appointing the Secretary, Stores Purchase Committee, as Publicity Officer to the Government in addition to his other duties under the direction and control of the Chief Secretary to the Government.

5. Govt. Order No. G.6047-103/G.M. dated 21st December 1934, directing that the work relating to the publication of advertisements on behalf of Government Departments be transferred from the Publicity Office to the Office of the Director of Industries and Commerce.

6. Govt. Order No. C.4611-D/G.M.109-35-1 dated 9th December 1935, issuing instructions regarding the supply of abstracts of Government Orders etc., to the Publicity Officer for communication to the public press.

. . . .

Order No. 1002-1067/C.S.72-37-1

Dated, 23rd October 1937.

Government have had under their consideration for some time past, the question of developing and reorganising the Publicity Department, with a view to meeting the demands of the public and

the press for the prompt supply of accurate information and the issue of tourist and other publicity literature.

2. Under the existing arrangements, the Secretary, Stores Purchase Committee, who is also Secretary to the Traffic Board, is in charge of the work of the Publicity Department in addition to his other work. Experience has shown that these arrangements are inadequate. The representatives of the press have also been asking for a more satisfactory arrangement and the appointment of a wholetime officer for this work.

3. Government are of opinion that it is necessary to reorganise the Publicity Department and to broaden the scope of its work and usefulness without further loss of time. They are accordingly pleased to direct that with effect from 1st November 1937 the entire publicity work, other than the work relating to advertisements which is being attended to by the Department of Industries and Commerce, be reorganized and placed in charge of a whole-time officer with special journalistic and publicity experience, who could devote his undivided attention to this work.

4. The following additional items of work will be attended to by the Publicity Officer under the revised scheme:

(1) The preparation and issue of Guide Books and tourist bulletins, pamphlets and other propaganda literature.

(2) The supply of information to editors of year books Who's Whos and similar publications.

(3) The preparation of the State Administration Report.

(4) The scrutiny of the final proofs of Government Reviews of the Annual Reports of Departments.

(5) Supply of bulletins regarding matters of public health and social hygiene for publication in the Mysore "Arogya".

(6) Maintenance of a comlete collection of all books of reference relating to Mysore (ncluding road and other maps)

and newspapers and magazines and Government publications bearing on the same subject.

(7) Collection of photographs and plates of photographs relating to Mysore, for purposes of loan and reproduction.

(8) The putting of matter that is placed on the Press Table in a form more easily assimilable for the purposes of a newspaper.

The Publicity Officer will also be in charge of the Press Room at Bangalore and will maintain close and constant touch with the representatives of the Press.

5. The existing staff of the Publicity Office, which is as noted in the margin, will work under the new officer. In addition, he will be given the assistance of two Probationers for training on a stipend of Rs.50/- per mensem each and a temporary peon on Rs.11 per mensem. The attender who is attached to the Press Room in the General and Revenue Secretariat will in future work under the direction of the Publicity Officer.

2 Permanent Second Division clerks in the grade (Rs.30-3-60-~~100~~)-5-90) and
1 temporary Second Division clerk in the grade 30-4-50.

1 Dalayet and 1 Cycle orderly } both permanent in the grade Rs.11-½-15.

6. The extra cost on this account during the current year amounting to Rs. ~~3~~ 300/- will be met out of the savings anticipated under 12 General Administration - Establishment charges, and necessary provision for the purpose will be included in the budgets of the next and succeeding years.

7. Similarly, the additional contingent expenditure estimated to amount to Rs.300/- during the current year will

be

be met from the provision available under "12 General Administration, Advertisement charges", and necessary provision included in subsequent budgets.

Chief Secretary to Government

To

The Comptroller to Government, through Financial Department.
" Heads of Departments,
" Secretaries to Government
" Deputy Commissioners of Districts,
" Secretary, Representative Assembly and Legislative Council.

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PRESS TABLE.

App. F VI G 10.

# Government of His Highness the Maharaja of Mysore.

GENERAL AND REVENUE DEPARTMENTS

Rao Sahib Mr C. S. R. Rao.

Sanctions the appointment of .... as the Publicity Officer to Govt

G. O. No. 1087-1152/CB.72-37-2 DATED 25th October 1937

May this be

i. printed ? Yes

ii. treated as a standing order ? No

iii. published in the Gazette English Part ? Yes

iv. translated ? No

v. placed at the disposal of the press ? Yes

iv. published in the Gazette Kannada Part ? No.

Subd for orders. It does not seem to be necessary to print this G.O. (A separate notfn. may perhaps issue announcing the name of Pr. appon.

(Kmk 27/10/37)

PROCEEDINGS OF THE GOVERNMENT OF HIS HIGHNESS
THE MAHARAJA OF MYSORE

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Read:-

Government Order No. 1602-67/ C.S. 72-37-1 dated 23rd July 1937 sanctioning certain proposals for the reorganization of the Publicity Department, and the appointment of a whole-time officer to be in charge of it with the designation of Publicity Officer to Government.

* * * *

Order No. 1087-1154 C.S. 72-37-2

Dated, 26th October 1937.

Government are pleased to appoint Rao Sahib Mr. C.S.R. Rao, who has for a long time been associated with the "Statesman" of Calcutta, as the Publicity Officer to Government. He will be a whole-time officer of Government, subject to the general rules for the conduct of Government servants, and during the period of his employment in Government service he will cease to be the correspondent or representative of any newspaper or journal.

His appointment will be for a period of one year in the first instance. He will be paid a salary of Rs.300/- per mensem and a conveyance allowance of Rs.30/- per mensem; but will not be entitled to pension or any other easements. In respect of his leave, travelling allowances and other matters not specially provided for, the general provisions of the Mysore Service Regulations will be applicable to him.

M Krishnaiah

Chief Secretary to Government.

T o

The Comptroller to Government, through Financial Department.
" Heads of Departments,
" Secretaries to Government,
" Deputy Commissioners of Districts,
" Secretary, Representative Assembly & Legislative Council,
Rao Sahib Mr. C. S. R. Rao.

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PRESS TABLE.

No. 1285/CS 72-37-3

Dated 3.11.37

Notification

Rao Sahib Mr C.S.R. Rao

is appointed as Publicity officer

to Govt, with effect from 1st Nov. 1937.

By order

1/11

~~Secretary~~ to Govt.

The Compiler, Mysore Gazette.

No. 1236-37/CS. Copy to The Comptroller to Govt

Dated 3.11.37 Rao Sahib Mr C.S.R. Rao,

Copy to OB.

" Publicity officer

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE.

General and Revenue Secretariat,

*Dated Bangalore,* 1st November 1937.

No. 12857-392-37-3

NOTIFICATION.

Rao Sahib Dr. C. S. N. Rao is appointed as Publicity Officer to Government, with effect from 1st November 1937.

By order,

Ramdaraiya

for Chief Secretary to Government.

To

The Compiler, Mysore Gazette, for publication in the Gazette.

Codes : A. B. C. 6th Edition,
& BENTLEY'S
Cable : "COLORPRINT"

Telegram : "COLOURPRINT"

% The
# ORIENT ILLUSTRATED WEEKLY

Regd. Office :
93-A, DHURRUMTOLLA ST.
CALCUTTA.

THE ORIENT NEWS
& PUBLISHING Co. Ltd.

Editorial Dept. :
119, DHURRUMTOLLA ST.

Calcutta 23rd August, 1937.

DEWAN'S OFFICE
30 AUG. 1937
No. 2.35

THE PUBLICITY O.
No. 150/P20.
Dt. 30/8/37

To
The Prime Minister,
Mysore State,
Mysore.

Sir,

I beg to hereby apply for the post of Publicity Officer, Government of Mysore, which is understood to have fallen vacant and which is to be filled by a journalist.

I beg to add that I am a Bengali journalist of 52 years of age and have 35 years' experience of editorial work, having been connected with "THE ENGLISHMAN" Calcutta (now defunct), for 22years.

I have had to write Editorials, special articles, etc., in addition to being Sports Editor and Dramatic Editor.

As I have also been Assistant Editor, "COMMERCE", formerly of Calcutta and now published at Bombay, I have a good knowledge of commercial affairs.

Regarding actual publicity work, I have been Publicity Chief to Messers. The Bijou Ltd., Messers. DuCasse Film Enterprises, Messers. Madan Theatres, Ltd., and Messers. Globe Theatres Ltd., all of Calcutta.

At the moment I am Editor of "The Orient Illustrated Weekly", of this city and beg to forward a copy there of for your kind perusal.

In the event of my application being received favourably, I shall be obliged by your kindly ~~by your kindly~~ advising me of the salary attached to the appointment.

For obvious reasons, I shall thank you to kindly post your reply to my private address:-

47/1, Bechu Chatterjee Street,
P. O. Amherst Street, Calcutta.

Thanking you again, I remain,
Yours faithfully,

H C Mukerji

EDITOR.
THE ORIENT ILLUSTRATED WEEKLY.

Serial No.

Subd. The reply to be sent to Mr. H. C. Mukerji of the "Orient Illustrated weekly" is for kind consideration and orders.

11/9/37. There is no vacancy at present. May be informed that Chief Secy 11/9

NOTE—Contn. Sheet.

File No. of 193

General and Revenue Secretariat

Serial No.

may be put up along with the file regarding reorganisation of the Post Office

MM 2/9

1/9

1/9

Appendix F G –1]

SUBJECT.....

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Section P & S

File No. 33–37

Serial No. 1.

Diary No. of letter replied to 1411

No. G 2442

To

The Superintendent,
Govt. Central Book Depot
Bangalore

General and Revenue Secretariat.

( )

*the* *193* .

Date of issue 14/9/37

Signed by Mr. M.C.S.

Sir,

The Govt. feel that an endeavour should be made to push the Govt. book business at the Dasara Exhibition, and that a stall at the Exhibition might assist both to advertise the new material and to help the Press to get rid of its old stocks. In this connection I am directed to request you take immediate necessary action to open a stall at-

(G M 1411)

Approved by Secy for issue
14/9/37.
Issued No. G 2442/14-9-37

C.B
Stall
14/9

List of enclosures.....

Copied by.....

Examined by.....

the Dasara Exhibition, in a prominent place for the display and Sale of Govt. publications.

Kindly send a report of action proposed to be taken by you in the matter.

I have etc.,

Dep. Secy. to Govt.

CB. 553

General and Revenue Secretariat | File No. | of 193 . | [App. F. III—2

Serial No.

2368

Letter dated 30.9.1937 from Mr P.R. Ramaiya, Editor, The Jai Hind, Suggesting that the officer who is proposed to be appointed as Head of the Publicity Department may be designated Director of Public Information and that a person well versed in Kannada may be appointed to the post after duly advertising it.

[ The file re: appointment of Publicity Officer has been sent, with Council Resolution and draft G.O, to the Fin. Secy. for Concurrence — before Submn. to His Highness].

~~The proposals made by~~ The Editor of Jai Hind has made certain proposals regarding this appointment. The action, if any, to be taken on his ~~p~~ is for orders.

Submitted CJB 1/10/37

For perusal. Some of the suggestions are good. They will be kept in view in developing the publicity work.

Dewan)

MK 1/10

MJ 2-10-37

MK 3/10

NOTE—Contn. Sheet.

WD 0284—GPB—30,000—13-9-37

CB 553

Ref. No.....

TELEGRAMS: "TAINADU"

# THE TAI NADU

LEADING KANNADA NATIONALIST DAILY & WEEKLY WITH MOST EXTENSIVE CIRCULATION THROUGHOUT KARNATAKA

# ತಾಯಿನಾಡು

EDITOR & MANAGING PROPRIETOR:
P. R. RAMAIYA, B.Sc.,

Bangalore City 30-9-1937.

C.B.
1/10/37

The Chief Secretary
to the Government of Mysore,
BANGALORE.

Dear Sir,

Though unsolicited I write this letter to you to place my views before Government in the matter of the proposed appointment of the Publicity Officer.

I do not wish to make any comment in the columns of my newspaper before knowing the nature and terms of the appointment. I think the Government owe a courtesy to the journalists of the State in ascertaining their views on the matter. I am sure the
(1) appointment is going to be made as much for the convenience and use of journalists as also for the publicity purpose of the Government.

The designation, Publicity Officer, is itself not clear as to what the functionary has to do. In the Government of India, there is an officer called the Director of Public Information. I think it is his duty to supply any information that can be given
(2) to the press and the public. At the Head Quarters of the Government of India reside representatives of important papers of India. To such of those as have been granted the privilege of admission to the Government of India Press Room, the Director of Public Information sends in sealed covers the information that is to be
(3) published in the press sufficiently early with a clear notice that it should not be published before the fixed time. It is also his duty, I understand, to invite the accredited Press Representatives to conferences with the Members of Government when there
(4) is need for such conferences. When the Government have any fresh scheme to launch or any fresh policy to inaugurate, the Government Member concerned invites the Press Representatives to a conference and explains to them the policy or the scheme. Generally, the accredited Press Representatives at the Government of India Head Quarters have access to all Members of Government and Secretaries. The Director of Public Information fulfils a very important purpose at the Government of India Head Quarters. He pools all the information required for the public and sends them to the accredited Press Representatives.

I think, in the ~~Government~~ State of Mysore also, an appointment like the one as at the Head Quarters of the Government of India is necessary. He may be designated as Director of Public Information.

The designation, Publicity Officer, is also criticised

P.T.O

criticised) for the reason, namely, that he is something like a publicity agent to the Government of Mysore. I think the Director of Public Information is something more than merely a publicity agent.

I do not know clearly the functions of the proposed Publicity Officer. In Government of Mysore, the Publicity Officer has fulfilled several functions. Some time he was the editor of the Publicity Journal, for some time he was also the distributing officer of the Government advertisements. Now he is, perhaps, only a signatory to some Press Communiques issued by the Government. I do not know what other functions he fulfils. I am open to correction.

(5) It is very necessary to define the duties and powers of the Publicity Officer. Without any such defining, the functions may overlap. I think it is very necessary to have a Director of Public Information, who should not be tramelled by other duties and responsibilities.

(6) Regarding the person to be appointed, I do not wish to say anything. In the interests of Kannada newspapers, I am emphatically of opinion that he should be a man well versed in Kannada and who can read and write Kannada well, understanding different shades of words and expressions. It is also my opinion that the officer to be appointed should be young and energetic, and responsive to new ways and methods He should be a man of wide culture and understanding. He should have at heart the progress of the country in general and progress of the Kannada Newspapers in particular.

(7) If I may suggest, I humbly do so, that the duties and ~~powers~~ responsibilities of the Publicity Officer or the Director of Public Information, should be properly defined and the post well advertised. We have got very eminent men in Kannada land who can do justice to those duties. I think this is a matter in which the opinions of gentlemen like Messrs. D.V. Gundappa and C. Hayavadan Rao are to be taken.

(8)

I have jotted down these suggestions for the consideration of the Government.

I hope you will take it in the spirit in which I have suggested.

Yours sincerely,

P K. Ramaiya